

Get to know our brand.

Brand Guidelines
Version 1
09.06.2020

**TINY
CHANGES**

Contents

Over the course of this document you will learn how to treat the brand assets that make up Tiny Changes identity. Great care and attention have gone into all aspects of the identity to make sure that it visually represents the core values that form the foundations of the charity. It's vitally important that all communications from or about Tiny Changes stick to these guidelines to build strength and consistency in the brand ensuring Tiny Changes is seen as a reliable charity.

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A community of tiny
change makers, working
together to help young
minds feel better.

Young people need our support now more than ever.

Tiny Changes is a Scottish mental health charity, set up in May 2019 by the family of Frightened Rabbit frontman Scott Hutchison.

Scott John Hutchison was the light from which Tiny Changes was born. He was best known to most as the lead singer and songwriter in the band Frightened Rabbit. Through his music and art Scott made tiny changes that had a big impact. His honesty and openness about his own mental health inspired people from all walks of life.

Following Scott's death in May 2018, his close family were determined that something should carry on. Scott was always honest about his own mental health struggles and they felt sure he would want his voice to continue to be heard. This legacy inspired a bold vision; to make young minds feel better.

We believe that young people need our support now more than ever. Early intervention is essential to improve mental health, but our public services are struggling to cope. Tiny Changes was set up to build a community, raise voices and inspire change that will transform young people's mental health in Scotland.

Together we are making a difference. Together we'll make tiny changes to earth.

We are not a support service. This is how we can help.

1

Listen to people with experience

We don't have all the answers. We don't even yet have a full picture of the problem. So we listen to young people themselves, as well as established experts and those involved in existing work being done to help young minds. This is critical to the success of Tiny Changes in improving mental health services and support for young people.

2

Raise money and distribute it to support innovative ideas

We are incredibly grateful for the generosity of everyone who donates money to support Tiny Changes and we continue to work hard to raise more funds. Every penny donated is hard-earned and very much appreciated. This money will be spent wisely; in part by giving grants to people and groups supporting young people's mental health in Scotland.

3

Talk to people who can make a difference

We are raising awareness of the importance of children and young people's mental health. With the general public and also at senior levels of government, speaking truth to power so that we can change the path we are on. We will do this not as a family, or a Board of Trustees, but as a broad community of like-minded individuals, who want something better for the children and young people of today and tomorrow.

Scott's lyrics were medicine to many. His core values lie at the heart of everything we communicate.

HOPEFUL BRAVE HONEST KIND

Hopeful

We want to create a new narrative around mental health. Positive stories of support and invaluable lived experience that can give comfort to those who need it most. There is a fine line between the light and the dark and sharing a message of hope can be empowering for our community.

Honest

We don't have all the answers, but we are optimistic, determined and ready to learn. We will be open and transparent with our journey, adapting to our communities needs and celebrating progress over perfection.

Brave

We are willing to take risks in supporting forward thinking and creative ideas. We are committed, we demand and we are determined to make change. We are not afraid to stand up for our community and fight for real change. We will stand side by side and prove that better is possible.

Kind

We care. We listen. We ask. We encourage and support anyone to raise their voice. We learn from each other, teach each other and forgive each other. Compassion, empathy and understanding are all key to reducing stigma and starting important conversations.

Anti Glossary

Tone of voice is so important for a mental health brand. As much as words can heal they can also be a barrier to help-seeking and a motivator for making discrimination acceptable.

Here are a few words we never use to avoid causing offence when we don't mean to.

[Click here](#) for further reading.

***Note that this is a developing glossary as we continue to listen and learn from young people.

Common

Rare

Age-appropriate

Ability to cope

Ability to self-regulate

**Acceptable and unacceptable
behaviour**

Self-control

**Proportionate feelings/
behaviour**

Self-respect

Virtues

Healthy family life

Not looking after themselves

Attention seeking

**Serious mental health
conditions**

Suicide is selfish

Warning signs

Treatment resistant

Productive

Successful adult life

Mental illness

Recovery

Crazy

Nuts

Mental

Mad

Pscyo

Avoid labels - i.e schizophrenic

A community of tiny
change makers working
together to help young
minds feel better.

Help young
minds
feel better.

Short Mission statement.

Short positioning statement.

Build.
Raise.
Inspire.
Together.

Medium positioning statement.

Building a community.
Raising voices.
Inspiring change.
Together, we'll make
tiny changes to earth.

Long positioning statement.

Building a community.

We are building a community of tiny change makers. People from all walks of life with a shared goal to transform young people's mental health in Scotland. We are joining together to share stories, ideas and hopes for a better future. As a collective community we are strong.

Raising voices.

We listen to the views and experiences of young people to influence our learning. We raise our collective voices to improve understanding of young people's mental health, reduce stigma and discrimination and to influence people in power to deliver long-lasting change. Every voice matters and standing together makes us louder.

Inspiring change.

We raise money to fund ideas that make young people feel better. Ideas that change attitudes, deepen understanding or provide much-needed support to young people in communities all over Scotland.

Together,
we'll make
tiny changes
to earth.

Brand sign off.

Cry with you. Listen to
you. Fight for you. Our
brand is here to support
you in any way it can.

Logo

Our simple word mark increases legibility for all audiences and is typeset in Object Sans uppercase to make a statement. We may be tiny but we are going to make a mighty difference.

There are two logo options depending on what format will have most impact. It should consistently remain in black or white on all collateral. Where possible it should be placed in the bottom right hand corner to create familiarity and consistency to create trust with our audiences.

Horizontal Logo: Black

TINY CHANGES

Horizontal Logo: White

TINY CHANGES

Stacked Logo: Black

**TINY
CHANGES**

Stacked Logo: White

**TINY
CHANGES**

Logo

Dos & Don'ts

Colour

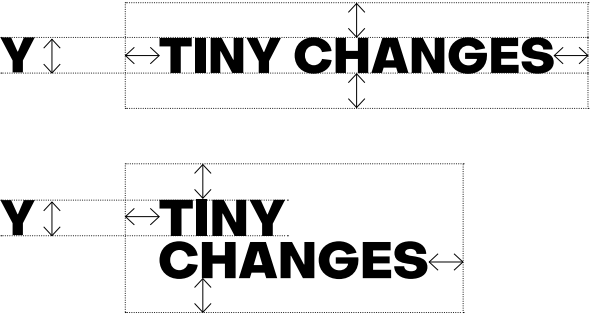
The logo should only ever be in black or white; whatever makes the logo stand out against the background colour best. The logo should never appear on top of an image unless it has space for it to be easily read.

Unacceptable

The logo should never be stretched or altered. It should never have effects applied to it such as drop shadows or gradients. It should never be resized so it is not legible.

Minimum Spacing

The logo should always have space around it for legibility and impact. This space should at least be the height of the letters; top and bottom, left and right.



Minimum Size

The logos should never appear smaller than the widths depicted below.


TINY CHANGES

Print: 30mm
Digital: 113px

**TINY
CHANGES**

Print: 20mm
Digital 76px

Typography



Our typeface for headlines and body copy is Chromatica; a clean and simple typeface with low contrast. It combines geometry and humanistic strokes to add warmth and is designed by Lewis MacDonald from Peebles.

Chromatica Regular

Chromatica Regular is the primary typeface. We use this to typeset big headlines and body copy. Body copy should never be set below 10pt to ensure legibility for all audiences. Headlines can use colour but all body copy should be typeset in black or white.

Chromatica Bold

Chromatica Bold is used to make a distinction for a headline or important information within body copy only. It should never be typeset at large sizes.

Typography

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z ? ! &
0 1 2 3 4 5 6 7 8 9

Extrasupervery

Inspired by Scott's drawings and lettering we created a bespoke typeface for our brand that is full of his character.

This typeface is only used to typeset words, numbers or info graphics for key communication pieces. It's youthful, vibrant and demands action.

Extrasupervery should never appear in black or white. It should always be in colour on a full colour background from the brand palette.

Typography

HOPE

Extrasupervary:
Word example

75%

of mental health
problems are
established by 24.

Extrasupervary:
Info graphic example

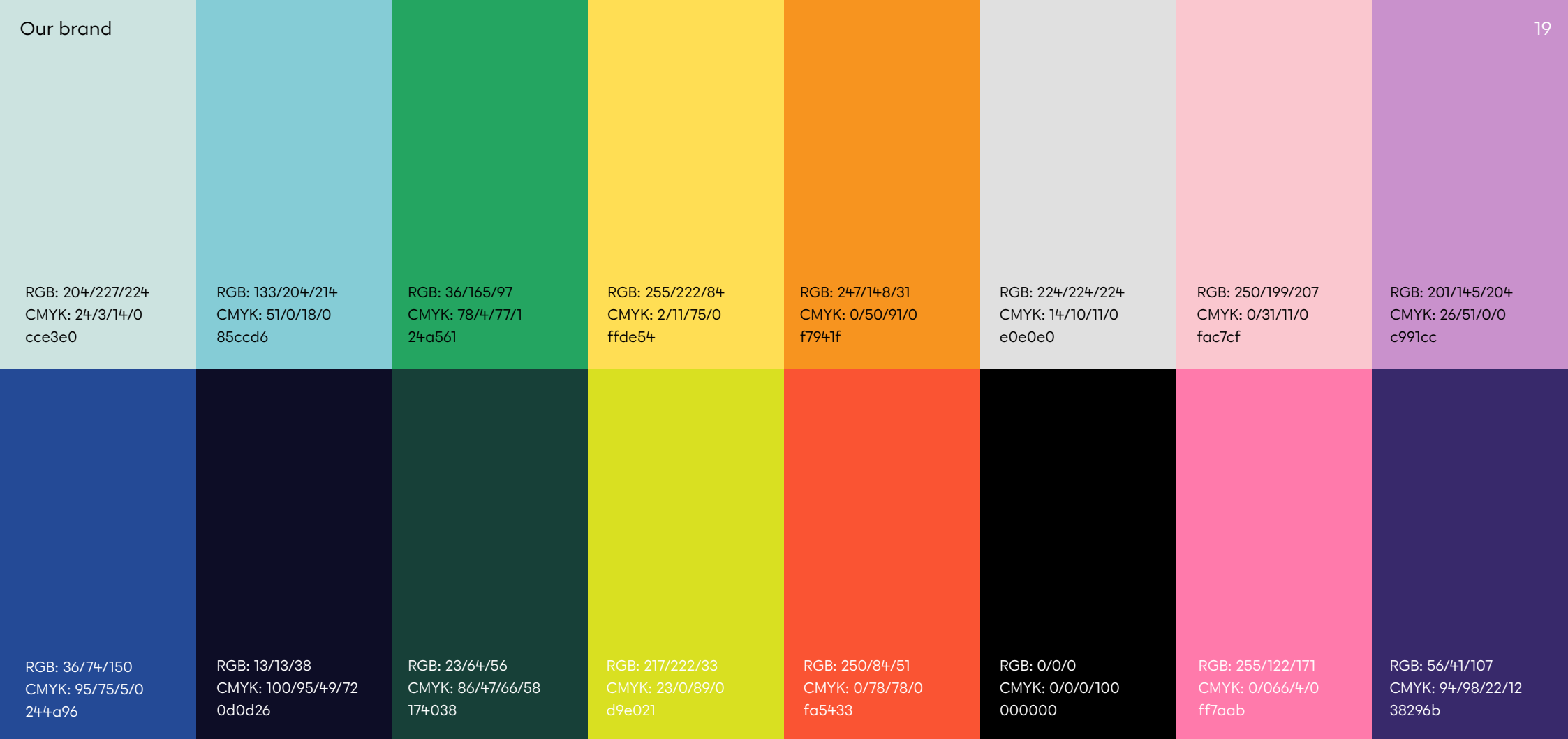
Icons



Extrasupervvery Icons

As well as numbers and letter forms our brand typeface has a set of icons we use to add character to our communications.





Colour

Tiny Changes Colour Palette

We use a range of vibrant and pastel colours as well as light and dark shades to help us communicate a variety of moods.

Photography

Full of colour, full of character.

Photography should always be full colour. Images should be in focus, well cropped and full of personality. Photography must truly represent our community, celebrating a variety of age, race, ability and gender.



No conversation is off limits
through clever styling of
our brand assets.

Styling

Fill



Fill + Outline



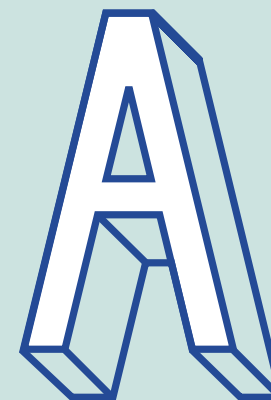
Fill + Shadow



Fill & Outline & Shadow



Fill & Outline & Outline



Extrasupervvery Styling

We have to be able to communicate a variety of emotions and the styling of our very own typeface helps us do that. We can communicate sensitively by keeping the typeface simple or demand action with bold block type. Styling in this way only applies to letters or words. No sentences. These words should mainly be typeset by our design team for key communications.

Colour moods

We use a range of vibrant and pastel colours as well as light and dark shades to help us communicate a variety of moods. For sensitive styling, colour pairings are brought back to be less contrasting and there is a focus on dark tones or muted pastels. For high impact we use contrasting vibrant colours from the palette.

Friendly

TOGETHER

Inspiring

BUILD

Sensitive

HONEST

Empowering

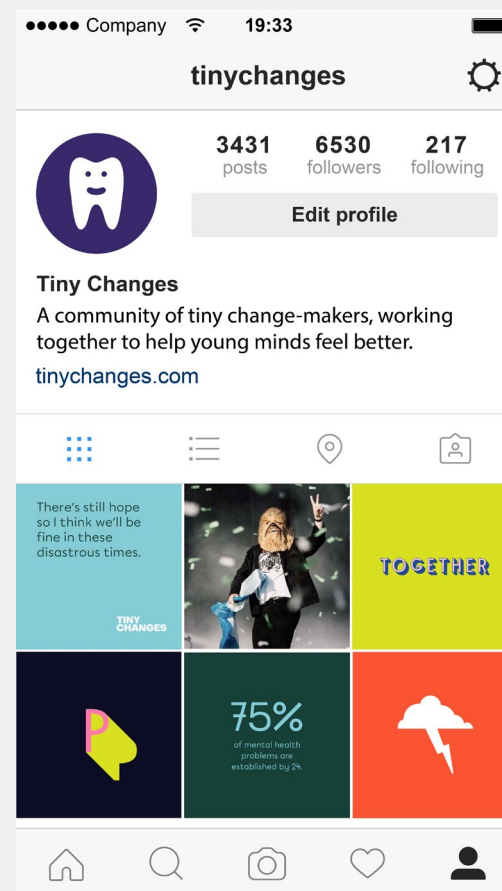
RAISE

Bringing our brand to life to
build a community of tiny
change makers.

Social Media

Engagement across social media is essential to help us communicate our values, our mission but most importantly to build a powerful community.

All of our brand assets are tools to help us communicate. Whether it be inspirational words, important info graphics or creative imagery, our adaptable brand helps us to communicate no matter the message.



Example of instagram feed and post.

Tiny Changes Alphabet

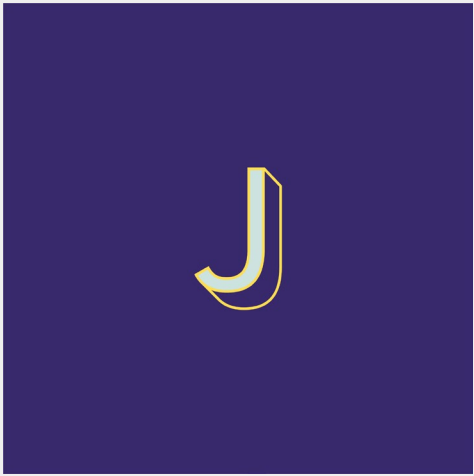
Our Tiny Changes alphabet of styled letters is a tool to help us open up communication with our audience and encourage them to take ownership of our brand. They can spell words that mean something to them, take ownership over a letter that is their own initials or the dedicate a post spelling out the name of someone they are thinking of. There is huge scope around this application. The possibilities are endless.



Tiny Changes Alphabet



Word



Initial



Name

A few examples of how the alphabet can be used by our team or by our audience.

Thank you.

If you have any queries or require any advice on the application of the Tiny Changes identity, please contact:

info@tinychanges.com

Downloads

To download our logo, icons or alphabet [click here](#).

We do not provide fonts due to licensing laws.

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